

# **COMPUTERIZED DATA MINING SYSTEM, METHOD AND PROGRAM PRODUCT**

## **Abstract of the Invention**

Under the present invention, a data exploration system, a customized model system and an existing model system are provided. The data exploration system analyzes user data to identify statistical information such as data distribution, data relationships, data outliers and invalid or missing data values. The customized model center iteratively generates customized data mining models in parallel based on permutations of the user data, user-provided business parameters and/or a set of model generation algorithms. The existing model system provides users with a library of existing data mining models, assembled based on the business parameters, from which they can choose one or more. In any event, any customized or existing data mining models selected can be run against the user data in parallel.